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Social Strategy for Engagement

2BalanceU provides consulting and training on Social Strategy



What is SOCIAL?

SOCIAL OPTIMIZATION

Using Social tools effectively requires understanding that "Social" means people, all stakeholders. Engagement begins with Social Optimisation

SOCIAL MEDIA STRATEGY

Effective use of social media tools for engagement inside and outside your organization requires policy, training, and recognizing/utilizing your human capital in Ambassadors. Clarity is critical for success

SOCIAL BUSINESS STRATEGY

Social Business Strategy is the strategic use of social tools and technologies to add value to business. In the social economy, communications is done in dynamic dialog. Integrating social into your strategy requires cultivating an environment that encourages the participation in and benefits from the dialog in all business areas.

Upcoming Events



Global Summit of Women

2010 Theme: Women at the Forefront of Change
Panelist on *Building Your Business Through New Media*
Beijing, China

Summit Delegate to Shanghai Expo
Shanghai, China
May 2010